

ABSTRACT OF THE DISCLOSURE

The invention provides a storage medium and a downloading method by which data can be downloaded comparatively simply and efficiently. Program information describing a downloading procedure is stored in a storage medium, and the storage medium is provided in this form to a user. When the user utilizes the storage medium, a procedure that can be executed to perform necessary processing without depending upon an operation of the user can be included in the process from accessing to a server to final downloading of desired content data. Consequently, the necessary number of operations by the user can be reduced as much.